

4/13/77

Dear Dave,

Thanks for the Stombaugh memo and the enclose with it. I'm made copies of both for Jim.

= Interesting point re Stombaugh/

Dreyfus is worward looking.

But I doubt you can obtain the kind of information you need because most people lack experience and printers do not want to throw possible income away.

With the mechanical end of a publishing operation the thing is not to waste money. With the merchandizing end the thing is to get the books out. Ordinarily both present serious problems. In this case they do not if one knows what to do.

I can't take time to write it all out but if there is ever the prospect of an appearance at Madison (where I'd welcome a confrontation with the super-radicals the Lane's have corrupted) or Whitewater or any other place close to you I'd set aside another day for going into all of this. Remember, I'm the smallest publisher in the country, with the shortest shoestring.

You are fortunate in having one of the most efficient printing plants in the world in Wisconsin. My printer, in fact. And I'm sure they'll help in all ways possible from my experience with them.

But they, too, are locked into stereotypes. The thing is to get all the good possible from them without being latched into their basic business, which is quite foreign to what you will be doing.

This can grow to involve several schools, like graphic arts or the closest thing you have to it, literature or whatever else you call it, etc.

The names and disciplines in the Dreyfus memo mean nothing to me. He may be looking that way already. I am impressed by the soundness of his memo. not what one normal expects from scholars.

In part it may be too late for this project but let me impress certain cost factors on you. The size of the print, the size of the pages and the number of pages. On the later alone you may wind up wasting a number of pages you'll have to pay for anyway.

The most expensive book is the first one. All the cost except press time, ink, paper and binding go into it. Some prints are so small they have to be uneconomic. Like Fairleigh-Dickinson with their print of Howard's book. They could not break even with 100% sale. On pure scholarship, fine. But not on what can sell because aside from recovering costs, if not showing a profit, there is the purpose of communicating information. The fewer the sales the less the communication. The less the accomplishment.

Modern technology makes much possible for educational institutions. Too many teach without learning. And are not as alert as is Dreyfus to economic realities.

If you people do as most scholars would do, go to the closest printer, you will be asking for trouble and waste.

We really should talk before you get close to printing. One of the probabilities is that you will want to use the ultra-modern belt process of printing. Wisconsin company if not Stevens Point, but I think close by.

Here there are variables, such as page size, which controls the number of pages that make up a signature or sig. If as I think Greyfus has a print-press experience he will assume that this means units of fractions of 16. Not with belt. In the page size I use the sigs are 12 pages. Larger fewer.

Can't tell you the number of interruptions while I've been trying to write this. Noisy if disconnected as well as error-laden.

But there is one word I want to get to you in the event the school is going to purchase another copying machine. Some are supposed to make transparencies. These can be used with projectors of various kinds as well as in printing. The cost of the negative from which printing is done can be expensive, multiplied by the number of pages. Unless you teach printing or do it you have no need for an offset camera. They are also costly. But with these new machines, of which Toshiba is one, you can produce transparencies as well as xeroxing.

If these are suitable and you do the typing on a machine with a carbon ribbon, especially if a ball machine, then the rest of what printing takes is a press, paper and ink. No more.

I would strongly encourage no type setting. Type-like faces are available on the ball-type machines.

I like Greyfus' hard-headed approach. It is the kind required for success. He may not be aware of how much of the printing job other than typing can be done on campus and how much can be integrated with other university functions.

Good luck - and please excuse the haste and my forgetting I need a new ribbon.

Best,